Amendment to the Claims:

The following listing of claims replaces all previous versions and listings of claims:

      1.   (Currently Amended) A <u>computer-implemented</u> method for filtering content ~~presented~~ <u>operating</u> on <u>one or more</u> ~~a~~ computer <u>processors, said computer processors in communication with a host system computer over a communication network, the method,</u> comprising:

      storing selections, associated with the computer, that relate to each of a plurality of applications, the selections including a priority level, and at least one mode of presentment selected by a user via a user interface on the computer;

      indexing data relating to activities previously conducted on said computer;

      storing indexed data in a database;

      upon receiving content associated with activities currently conducted on said computer via one of the applications, accessing said indexed data from said database;

      accessing said selections relating to said application, priority level, and said at least one mode of presentment;

      evaluating said content in view of the selections and the indexed data, to determine a relevance of the content; and

      performing an action on said content in accordance with said relevance determination and said selections;

      wherein the applications include a messaging application, a web browser application, and a word processing application.

      2.   (Cancelled)

3.   (Cancelled)

4.   (Original) The method of claim 1, wherein said content comprises at least one of:

a web page;

an advertisement;

an email;

an instant message; and

a document.

5.   (Previously Presented) The method of claim 1, wherein said at least one mode of presentment includes at least one of:

blocking said content;

deleting said content;

sending said content to a background screen of said computer; and

storing said content.

6.   (Previously Presented) The method of claim 1, wherein said at least one mode of presentment includes at least one of:

changing an appearance of said content;

sending an audio signal to said user at said computer; and

flashing a notification of an incoming message on a computer screen of the computer.

7.   (Original) The method of claim 6, wherein said changing an appearance of said content further includes changing at least one of:

a color;

a font;

a texture; and

a highlight.

8.   (Previously Presented) A storage medium encoded with machine-readable computer program code for filtering content presented on a computer, said storage medium including machine readable computer program code for causing a computer to implement a method, comprising:

storing selections, associated with the computer, that relate to each of a plurality of applications, the selections including a priority level, and at least one mode of presentment selected by a user via a user interface on the computer;

indexing data relating to activities previously conducted on said computer;

storing indexed data in a database;

upon receiving content associated with activities currently conducted on said computer via one of the applications, accessing said indexed data from said database;

accessing said selections relating to said application, priority level, and said at least one mode of presentment;

evaluating said content in view of the said selections and the indexed data, to determine a relevance of the content; and

performing an action on said content in accordance with said relevance determination and said selections;

wherein the applications include a messaging application, a web browser application, and a word processing application.

9.   (Cancelled)

10.   (Cancelled)

11.   (Original) The storage medium of claim 8, wherein said content comprises at least one of:

a web page;

an advertisement;

an email;

an instant message; and

a document.

12.   (Previously Presented) The storage medium of claim 8, wherein said at least one mode of presentment includes at least one of:

blocking said content;

deleting said content;

sending said content to a background screen of said computer; and

storing said content.

13.   (Previously Presented) The storage medium of claim 8, wherein said at least one mode of presentment includes at least one of:

changing an appearance of said content;

sending an audio signal to said user at said computer; and

flashing a notification of an incoming message on a computer screen of the computer.

14.   (Original) The storage medium of claim 13, wherein said changing an appearance of said content further includes changing at least one of:

a color;

a font;

a texture; and

a highlight.

15.   (Currently Amended) A system for filtering content ~~presented~~ operating on ~~a~~ one or more computer ~~system~~processors, said computer ~~system~~ processors in communication with a communication network, said ~~computer~~ system comprising:

at least one application executing on said computer processors~~system~~;

an interface profile system executing on said computer processors~~system~~, said interface profile system including an index logic component and an evaluation logic component; and

a personal data index;

wherein said interface profile system performs:

storing selections, associated with the computer processors~~system~~, that relate to each of a plurality of applications that include the at least one application, the selections including a priority level, and at least one mode of presentment selected by a user via a user interface on the computer processors~~system~~;

indexing data relating to activities previously conducted on said computer processors~~system~~;

storing indexed data in a database;

upon receiving content associated with activities currently conducted on said computer processors~~system~~ via one of the applications, accessing said indexed data from said database;

accessing said selections relating to said at least one application, priority level, and said at least one mode of presentment;

evaluating said content in view of the said selections and the indexed data, to determine a relevance of the content; and

performing an action on said content in accordance with said relevance determination and said selections.

16.   (Cancelled)

17.   (Cancelled)

18.   (Original) The system of claim 15, wherein said content comprises at least one of:

a web page;

an advertisement;

an email;

an instant message; and

a document.

19.   (Currently Amended) The system of claim 15, wherein said at least one mode of presentment includes at least one of:

blocking said content;

deleting said content;

sending said content to a background screen of said computer processors~~system~~; and

storing said content.

20.   (Currently Amended) The system of claim 15, wherein said at least one mode of presentment includes at least one of:

changing an appearance of said content;

sending an audio signal to said user at said computer processors~~system~~; and

flashing a notification of an incoming message on a computer screen of the computer processors~~system~~.

21.   (Original) The system of claim 20, wherein said changing an appearance of said content further includes changing at least one of:

a color;

a font;

a texture; and

a highlight.

22.   (New) The method of claim 4, wherein said at least one mode of presentment includes physically segregating said email by priority.

23.   (New) The method of claim 1 wherein the evaluating is performed via a third party application service provider.

24.   (New) The storage medium of claim 11, wherein said at least one mode of presentment includes physically segregating said email by priority.

25.   (New) The storage medium of claim 8 wherein the evaluating is performed via a third party application service provider.

26.   (New) The system of claim 15 wherein the interface profile system is executed on a third party application service provider's computer processors.